



SABIT GROUP PROGRAM

FOOD SERVICE FRANCHISING FOR RUSSIA MAY 20 – JUNE 17,
2006

SCOPE AND MISSION

The SABIT Food Service Franchising Program is designed to train up to 18 restaurant owners and managers from Russia, with preference given to those outside Moscow and St. Petersburg. These delegates from the private sector are screened and selected by the U.S. Department of Commerce. This program will help establish business relationships and give participants an opportunity to examine U.S. equipment.

PROGRAM OBJECTIVES

The Food Service Franchising program will familiarize participants with equipment, standards and business management topics in the food service field. Participants will meet with leading U.S. equipment manufacturers, U.S. regulatory agencies and organizations, legal experts and U.S. companies of all sizes. The main goals are to provide a comprehensive understanding of the industry in the United States, and for these high-level professionals to return home with the skills and knowledge necessary to affect change and make improvements within their own companies.

BENEFITS OF PARTICIPATION

This is a unique opportunity for U.S. companies to demonstrate their products and equipment, as well as share expertise, exchange experience and best practices with their Russian counterparts and potential franchisees. By hosting this SABIT group, U.S. companies will build relationships with leaders of the sector in Eurasia. Through these valuable contacts, host companies can explore commercial opportunities and partnerships in the region.

PROGRAM STRUCTURE

This program will begin in mid May in Washington, D.C. with an orientation and visits to relevant government agencies and associations in the National Capital Area. In addition, the delegation will be trained in cross-cultural communication techniques, and will attend the International Franchise Expo June 4-6 in Washington, D.C. During the remaining three weeks the group will travel to select regions and cities across the country to meet with interested U.S. companies.

HOST THIS DELEGATION

SABIT is currently looking for U.S. hosts to provide training for a few hours or for an entire day at their facilities. Training will cover the following topics (more may be added) that are relevant to the delegates, and represents some of the current challenges they face within their organizations:

- Restaurant Management
- Royalties and Franchise Fees
- New and Used Restaurant Equipment
- Franchise Circulars and Contracts
- Certification (ServSafe, HACCP)
- Intellectual Property and Trademarks
- Legal issues for International Franchises
- Franchisee Selection and Termination
- Associations

COST OF PARTICIPATION

SABIT will cover the majority of program costs for all delegates, including round-trip airfare to the United States, all U.S. domestic air travel, housing, insurance, per diem for meals and incidentals, and interpreters to travel with the group. In turn, U.S. host companies and organizations are asked to provide industry expertise in the topics pertaining to this particular program. Previous experience in Russia is not necessary.

FOR MORE INFORMATION

To learn more about this program, please contact:

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